

CLAIMS

I/We claim:

- [c1] 1. A method for displaying a program guide, the method comprising:
displaying a program guide for a currently selected day and an indication of
an action to that a user is to perform to display a program guide
another day; and
in response to performance of the action by the user,
selecting another day; and
displaying a program guide for the selected other day.
- [c2] 2. The method of claim 1 wherein the displayed program guide for the
day covers a time period and the displayed program guide for the other day
covers the same time period.
- [c3] 3. The method of claim 1 wherein the indication of an action includes a
button for each day of the week.
- [c4] 4. The method of claim 3 wherein the action to be performed is
selection of a button.
- [c5] 5. The method of claim 3 wherein the buttons are ordered starting with
the current day of the week.
- [c6] 6. The method of claim 1 wherein in the indication of an action includes
a button for the other day of the week.
- [c7] 7. The method of claim 1 wherein the action selects a day of the week
that is adjacent to the currently selected day of the week.

[c8] 8. The method of claim 7 wherein the action is activating of a fast forward or rewind indicator.

[c9] 9. The method of claim 7 wherein the action is activating of a next or previous indicator.

[c10] 10. A method for highlighting cells of a program guide, the method comprising:

displaying a program guide, the program guide having cells of a regular size, each cell representing content available for a time period;

receiving a selection of a cell; and

in response to receiving the selection of the cell,

identifying a cell for an adjacent time period of the selected cell that

represent the same content as the selected cell; and

highlighting the identified cell

so that both the selected cell and the identified cell are highlighted simultaneously.

[c11] 11. The method of claim 10 wherein the regular size indicates cells of the same width.

[c12] 12. The method of claim 10 wherein the regular size indicates cells of the same height.

[c13] 13. The method of claim 10 wherein the regular size indicates cells of the same height and the same width.

[c14] 14. The method of claim 10 including identifying and highlighting multiple cells for an adjacent time period representing the same content.

[c15] 15. The method of claim 10 wherein the identifying includes comparing text associated with the selected cell with text associated with the cell in the adjacent time period.

[c16] 16. The method of claim 10 wherein the identifying includes comparing an image associated with the selected cell with an image associated with the cell in the adjacent time period.

[c17] 17. The method of claim 10 including suppressing the identifying of a cell when content of the selected cell is repeated over an extended period.

[c18] 18. The method of claim 10 wherein the identifying includes determining an ending time associated with the content of the selected cell.

[c19] 19. The method of claim 10 wherein the identifying includes determining a beginning time associated with the content of the selected cell.

[c20] 20. The method of claim 10 wherein the identifying includes determining a beginning time and an ending time associated with the content of the selected cell.

[c21] 21. A method for generating a program guide, the method comprising:
providing a filter criterion;
retrieving program guide information that includes attributes of available content;
applying the filter criterion to each of the available content to determine whether the available content satisfies the filter criterion; and
creating a program guide wherein information relating to available content that does not satisfy the filter criterion is omitted from the program guide.

[c22] 22. The method of claim 21 wherein the filter criterion specifies maximum rating of content.

[c23] 23. The method of claim 21 wherein the omitting of information includes replacing the title of the content.

[c24] 24. The method of claim 23 wherein the title is replaced by an indication that no content is available.

[c25] 25. The method of claim 21 wherein the omitting of information include omitting all information for a channel whose content does not satisfy the filter criterion.

[c26] 26. The method of claim 21 wherein non-theatrical content does not satisfy the filter criterion.

[c27] 27. The method of claim 21 wherein the filter criterion is customized to a current user.

[c28] 28. The method of claim 21 wherein the content is television programs.

[c29] 29. The method of claim 21 wherein the content is movies.

[c30] 30. The method of claim 21 wherein the content is derived from web pages.

[c31] 31. A method for presenting an electronic program guide, the method comprising:
providing television programming information;
providing on-demand programming information; and

displaying an electronic program guide that includes the provided television programming information and the on-demand programming information.

[c32] 32. The method of claim 31 wherein the displayed electronic program guide includes a row for each channel of the television programming information and a row for the on-demand programming information.

[c33] 33. The method of claim 31 wherein the on-demand programming information relates to on-demand movies.

[c34] 34. The method of claim 33 wherein when the on-demand programming information is selected, a list of available movies is displayed.

[c35] 35. The method of claim 33 wherein when the on-demand programming information is selected, a list genre of available movies is displayed.

[c36] 36. The method of claim 31 wherein the on-demand programming information relates to accessing data via the Internet.

[c37] 37. The method of claim 36 wherein the data is content of a web page.

[c38] 38. The method of claim 31 wherein when the on-demand programming information is displayed in a manner that is visually similar to the display of the television programming information.

[c39] 39. A method in a video server for modifying video to be sent to a user on-demand, the method comprising:
receiving from the user a request to send the video to the user;
retrieving profile information for the user;

modifying the video by adding ATVEF information to the video based on
the retrieved profile information of the user; and
transmitting the modified video to the user.

[c40] 40. The method of claim 39 wherein the modifying includes evaluating
rules to determine whether the video should be modified.

[c41] 41. The method of claim 39 wherein the video is an on-demand movie.

[c42] 42. The method of claim 41 wherein the modifying occurs dynamically
as the movie is being transmitted to the user.

[c43] 43. The method of claim 39 wherein the video includes frames and the
modifying occurs dynamically on a frame-by-frame basis.

[c44] 44. The method of claim 39 wherein the ATVEF information relates to
purchasing an item that is related to the video to be transmitted.

[c45] 45. The method of claim 39 including wherein the modifying is based on
an analysis of closed caption information relating to the video.

[c46] 46. A method in a content server for enhancing content being broadcast,
the method comprising:
receiving the broadcasted content;
retrieving profile information related to a destination to which the received
content is to be transmitted
adding ATVEF information to the received content based on the retrieved
profile information; and
transmitting the content with the added ATVEF information to the
destination.

[c47] 47. The method of claim 46 wherein the adding of ATVEF information includes modifying ATVEF information included in the received content.

[c48] 48. The method of claim 46 wherein the adding of ATVEF information includes adding ATVEF to content that does not include ATVEF information as broadcasted.

[c49] 49. The method of claim 46 wherein the added ATVEF information is based on analysis of closed caption information.

[c50] 50. The method of claim 46 wherein the content includes frames and the ATVEF information is added on a frame-by-frame basis.

[c51] 51. A method in a video server for modifying video to be sent to a user on-demand, the method comprising:
receiving from the user a request to send the video to the user;
dynamically adding interactive content information to the video; and
transmitting the video with the added interactive content information to the user.

[c52] 52. The method of claim 51 wherein the modifying includes evaluating rules to determine whether interactive content should be added to the video.

[c53] 53. The method of claim 51 wherein the video is an on-demand movie.

[c54] 54. The method of claim 51 wherein the video includes frames and the adding occurs on a frame-by-frame basis.

[c55] 55. The method of claim 51 wherein the interactive content information is ATVEF information.

